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Abt Electronics Goes Live on Escalate Retail's Merchandising and Inventory Solutions

Nation's Largest Single-Store Appliance and Consumer Electronics Dealer Improves Ability to Process Sales on All Channels

SAN DIEGO, February 15, 2007 – Escalate Retail, a premier provider of customer-focused software solutions, announced today that Abt Electronics, the nation's largest single-store appliance and consumer electronics dealer, has implemented Escalate Retail's Merchandising and Inventory solutions.

With Escalate's integrated solutions, Abt will be able to quickly and accurately process sales from all channels, including call center, Web, and store, as well as improve fulfillment and delivery functions to increase customer satisfaction.

"The Escalate Retail solutions constitute a flexible, scalable platform that improves back-end operations and allows us to customize our front end to help grow our sales and better serve our customers," said Ed Smith, CIO/MIS for Abt Electronics.

Family-owned and -operated Abt Electronics serves the greater Chicago area with an 85,000-square-foot store and 250,000-square-foot warehouse.

"We're excited that a dealer of Abt's stature has selected Escalate Retail's solutions to power its operation, and we look forward to helping the company drive its business to even greater levels of success," said Phil Kenney, General Manager, Big Ticket Division for Escalate Retail.

About Escalate Retail

Escalate Retail is a premier provider of sales, merchandising, and loyalty solutions for retailers, e-tailers and direct marketers to help them maximize profits while meeting the demands of the 21st century consumer. By facilitating the real-time flow of transactions and information across the entire retail organization, Escalate's solutions enable retailers to consistently anticipate, understand and fulfill their customers' expectations for an optimal shopping experience. Escalate Retail's software solutions enable retailers to increase same-store sales, boost e-commerce revenue, and drive customer loyalty by

managing all selling channels, the merchandising life cycle, planning, business intelligence, and supply chain synchronization to meet escalating customer demands. The company maintains headquarters in San Diego, Calif., and Delray Beach, Fla., with six additional offices located across North America and in Europe. For more information, visit www.EscalateRetail.com.

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